



# FY19 Wrap Up

1 July 2018 – 30 June 2019

Prepared by



Hills Balfour

**ARIZONA**  
OFFICE OF TOURISM



# Trade & Public Relations

 Hills Balfour

**ARIZONA**  
OFFICE OF TOURISM



# WTM Trade - November 2018

World Travel Market was held at ExCel London from **5 - 7 November 2018**

Partners from key AOT suppliers and communities also attended, with AOT UK managing all appointments

Met with **34** Tour Operators during the **three-day** show

Appointments were either with tour operators who currently sell Arizona or with those who were interested to meet with the Arizona Office of Tourism and partners to discuss working with them more closely in the future to develop new product and itineraries





# WTM Public Relations - November 2018

AOT and AOT UK attended the industry's largest travel show at Excel London on **5 – 7 November 2018**. AOT UK managed schedules and media appointments. Highlights include;

**27** media appointments across the **three-day** event

**9** journalists hosted at a dedicated AOT media breakfast

Held **2** broadcast interviews

Generated **6** pieces of coverage highlighting Arizona at WTM 2018



Becky Blaine Director of Tourism at the Arizona Office of Tourism



# AA activation – March 2019

AOT UK actioned a brand partnership with American Airlines in the build up to the new direct flight launch on **31 March 2019**. Highlights include;

**7** day presence at London Heathrow Airport throughout launch week

Arizona Prickly Pear Gin Fizz served in lounge ahead of inaugural flight

Branded presence at departure gate including pop-up banner and cactus-themed decoration

AOT UK met and engaged with approximately **600** consumers over the **three-day** event

AOT UK representation at arrivals lounge for return flight from Phoenix

The activity was such a success that AA wanted to extend AOT's presence in the lounge an extra week (until 7<sup>th</sup> April) to further promote the new flight launch to Phoenix

AOT UK distributed a press release announcing the launch and hosted **3** media on a press trip to promote the new route





A wide-angle photograph of the Grand Canyon at sunset. The sky is filled with dramatic, dark clouds, with a bright glow of light breaking through near the horizon. The canyon's layered rock formations are visible in shades of orange, red, and brown. On the right side, a portion of a metal railing and a red structure are visible, suggesting a viewing platform.

Trade

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# BRITISH AIRWAYS FAM TRIP – November 2018

AOT UK, in partnership with British Airways, hosted a FAM trip to Arizona from **12 – 18 November 2018**

AOT UK hosted product influencers from the following Tour Operators on the trip;

- All About Tailor-Made Travel
- All of America
- Major Travel
- Trailfinders
- Travelnation





# JOINT MARKETING ACTIVITY – Travel 2

AOT UK negotiated free-of-charge activity with Travel 2, to take place **July – August 2018**

## Online – Travel 2 Channels

1 x campaign e-shot, distributed to Travel 2 database

## Online – Travel 2 Channels

- Homepage Advertising Banner
- Flight/Holiday Search Screen Banner
- Both live throughout campaign

## Social Media Activity

Activity on @T2News Twitter account and T2 News Facebook group

## Results

ARIZONA PAX	2017	2018	YOY%
July	13	8	-5 (-38.5%)
August	13	19	+6 (+46.2%)
September	16	26	+10 (+62.5%)





# JOINT MARKETING ACTIVITY – Wexas

The Wexas client profile is very much high-end travellers, with an average age of 56 years. Their clients are well-travelled and discerning, seeking luxury product and new travel options.

TYPE OF MEDIA	ACTIVITY	UNIT SIZE	REACH	TIMING
ONLINE				
Online Article	'Be Inspired' article featured on wexas.com and promoted via targeted e-newsletter	N/A	up to 3,000	November
Homepage banner	Homepage carousel banner to link to the Wexas Arizona page or Arizona itinerary	N/A	25,000	January
PRINT				
Escapes Sales Magazine	Arizona feature within the Escapes Sales Magazine for peak sales period	Full page	7,500	December / January
Traveller Magazine	Arizona touring feature within Traveller Magazine for peak sales period	Full page	7,000	October
EMAIL				
E-newsletter	Spotlight feature	N/A	52,000	September, October and January
SOCIAL MEDIA				
Facebook posts	Minimum of 3 releases on Facebook linking to Wexas Arizona page or Arizona itinerary	N/A	5,508	September, October and January

## Key Campaign Results;

- Campaign from **September 2018 to February 2019**
- Passenger numbers January - December 18: 45 (+36% yoy)
- Average stay in Arizona: 5 - 7 nights
- Room nights January - December 18: 115 (+31% yoy)



# JOINT MARKETING ACTIVITY - Kuoni

## KUONI ACTIVATIONS

AOT confirmed participation in Kuoni's Outdoor Shows Activations 2019;

- Royal Highland Show (Edinburgh, Scotland) – **20 - 23 June 2019**
- Great Yorkshire Show (Harrogate, England) – **9 - 11 July 2019**
- Countryfile Live Blenheim Palace (Oxford, England) – **1 - 4 August 2019**
- Countryfile Live Castle Howard (York, England) – **15 - 18 August 2019**

The Kuoni activations also include marketing activity with Kuoni which will be executed **April to September**

**KUONI**

**ARIZONA**  
GRAND CANYON STATE



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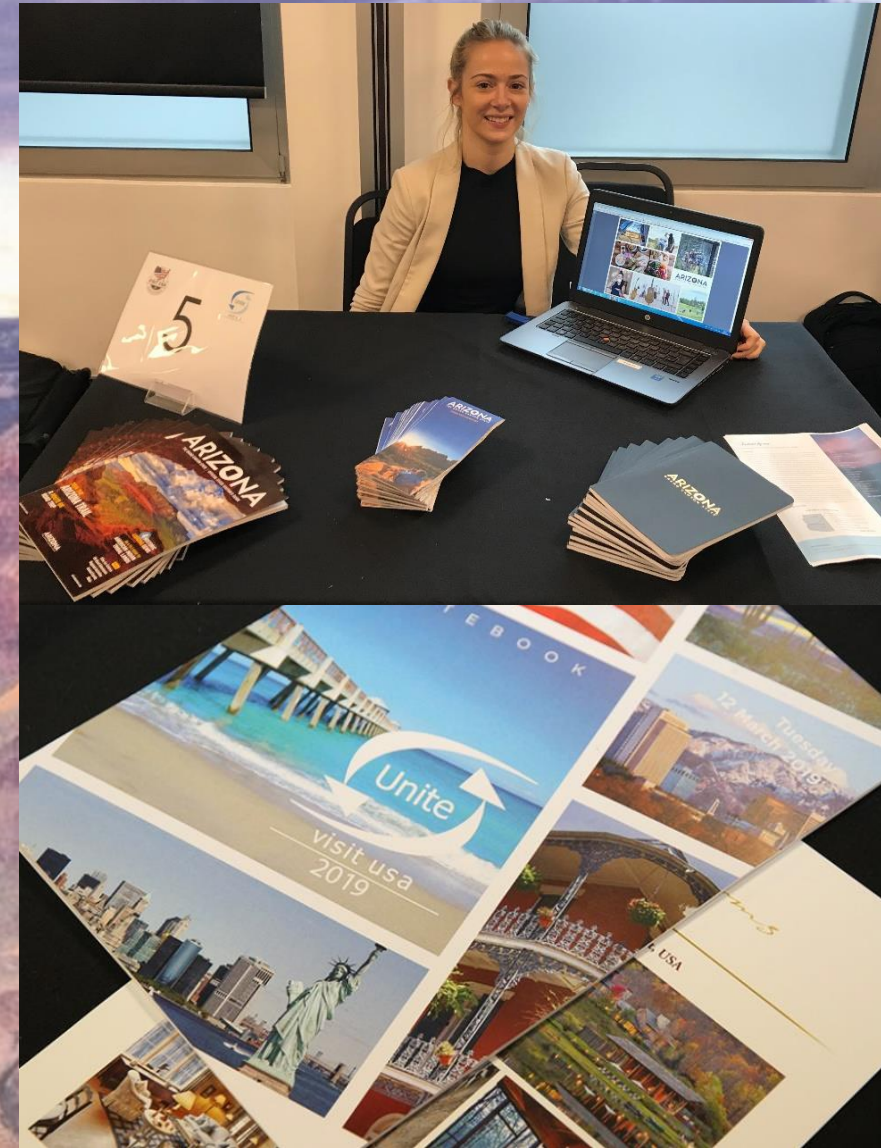
# UNITE VISIT USA – March 2019

Unite Visit USA was held in London on Tuesday **12 March 2019**

The event provided exhibitors with an opportunity to have informal, pre-booked, one-to-one meetings with tour operators and ground handlers in the USA

## Key Results;

- Met with **19** key tour operators
- Built on Arizona's increased profile within the UK market amongst members of the trade
- Met with existing and potential tour operators to push them to sell more, or to feature product, from Arizona
- Promoted areas of single state itinerary ideas in Arizona, other than the Grand Canyon
- Educated the trade on the increase in flight frequency from the UK to Phoenix with the launch of the American Airlines flight





# KUONI ACTIVATIONS

## ROYAL HIGHLAND SHOW – June 2019

The event took place **20 – 24 June 2019**

AOT UK set up brand partnership and media meetings for AOT at the show with the following brands;

- Avva Scottish Gin
- The Gin Bothy
- Pickering's Gin
- Travel Matters

Highlights of the event include;

- Arizona had a dedicated bench in the Royal Highland Grounds
- A Ford Mustang was in the area to draw visitors to the Arizona bench
- AOT UK hired a GIF machine for visitors to take photos with the Mustang and allowing for data capture



ROYAL  
HIGHLAND  
SHOW 2020  
18-21 JUNE  
PARTNER SINCE 1981  
 Royal Bank  
of Scotland

**KUONI** | Travel worth talking about

Win a fly  
drive to  
the USA

Simply answer three out of five questions from locations around the showground plus your final question located at the Kuoni stand in the Countryside area and you could be on your way to the USA.

To enter, simply log on to the Royal Highland Show wifi and follow the link or find an entry form at [kuoni.co.uk/rhscpetition](http://kuoni.co.uk/rhscpetition). All entry details and terms and conditions are on the entry form.



Monument Valley, Arizona



# SUMMARY OF KPI'S – FY19

	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	FY 18/19
Sales Calls	7	11	6	5	7	5	6	5	3	6	5	6	72
Training Seminars	0	0	7	0	0	0	0	0	18	0	80	15	120
Tradeshow Events	0	0	2	0	33	1	1	0	106	0	0	0	143
FAM's	0	0	0	0	1	0	1	0	0	0	0	0	2
# of FAM attendees	0	0	0	0	5	0	5	0	0	0	0	0	10
	7	11	15	5	45	6	12	5	127	6	85	21	345

Total Sales Calls = **72**

Total Training Seminars = **120**

Tradeshow Events = **143**

Total FAM Trips = **2**

Total FAM Trip Attendees = **10**

**Total = 345**



# Public Relations

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# International Public Relations – **FY19**

Total number of media hosted: **16**

Annual target of media visits: **10**

Total coverage AVE: **£3,682,635.57**

Total circulation: **501,720,780**





## Press Trips – FY19

- Jack White - Woman
- Clive Nicholls - Choice Magazine
- Paula Murray - Scottish Sunday Express
- Maxwell Roche - Adventure Travel Magazine
- Andrew Gonsalves - Gay Star News
- Chris Fitch - Geographical
- Melissa Lawford - BA Highlife
- Michael Kerr - The Telegraph
- Aaron Millar - The Times and National Geographic Traveller
- Dave Everly - Observer magazine (print) and The Guardian
- Adam Turner - The London Economic
- Holly Rubenstein - Country and Townhouse
- Ted Thornhill - Mail Online
- James Whaling - Sunday People
- Sarah Turner - Mail on Sunday
- James Caven - Reach PLC

The Observer THE LONDON ECONOMIC

The Mail  
ON SUNDAY

The Telegraph

SUNDAY  
PEOPLE

THE TIMES

★ GAYSTARNEWS

COUNTRY & TOWN  
HOUSE

high life  
BRITISH AIRWAYS



# IMM – March 2019

AOT UK represented Arizona at International Media Marketplace, an annual TravMedia event hosted in Central London on **25 March 2019**. Arizona's iconic Grand Canyon imagery headlined the stand and a full day of media appointments was coordinated by the AOT UK team. Highlights include;

**24** media meetings held on the day

**7** new media leads followed up post-event

**5** new media titles added to distribution lists

AOT UK provided detailed report and advised exhibiting next year





# Media Mission – June 2019

The Arizona Office of Tourism UK Media Mission took place between **18 - 21 June 2019**. AOT UK coordinated schedules, media appointments and media events. Highlights include;

**21** media took part in the mission in both Dublin and London across;

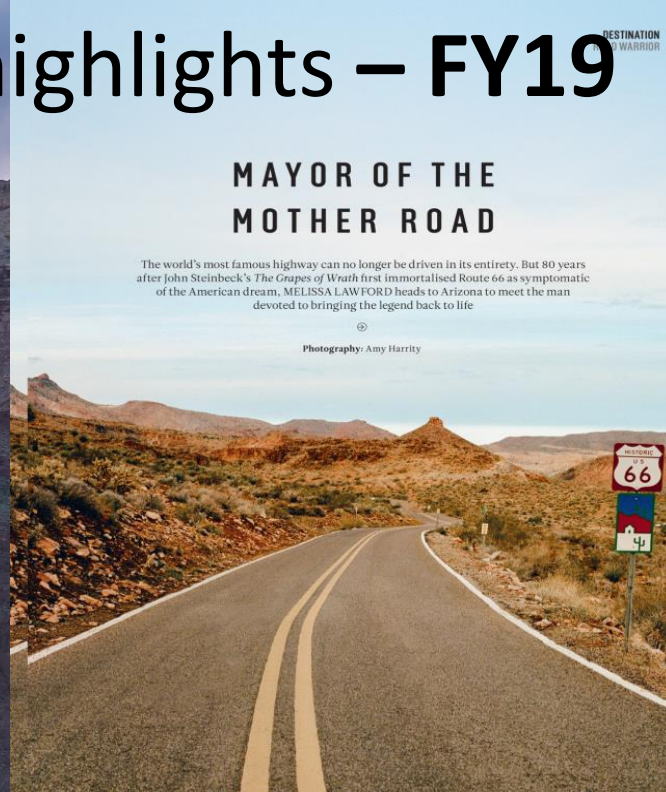
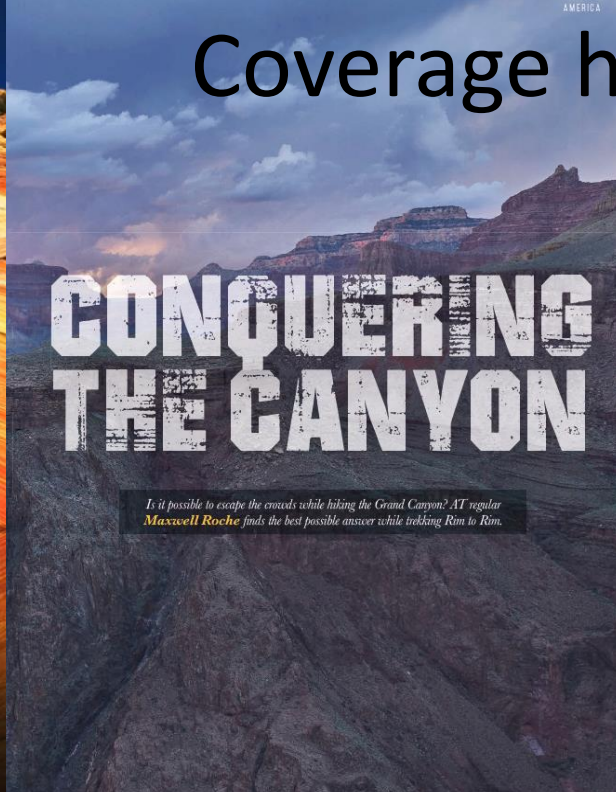
**2** media events in both cities. The format was a sit-down lunch for **5** media in Dublin and an evening event in London with **10** media attendees

**8** individual meetings hosted at a variety of central locations in both cities

**2** telephone interviews for media unable to attend meetings due to travel commitments







## The forgotten Swede who made the Grand Canyon famous



Unbelievably, Americans once had to be encouraged to visit the Grand Canyon CREDIT: GETTY

**NATURAL ATTRACTIONS**

### Grand Canyon

Rack up the miles on a Rim-to-Rim hike of Arizona's Grand Canyon that includes an overnight stay in the gorge with stargazing, plus cooling waterfalls — a welcome surprise in one of the hottest, driest places on Earth. Words: Aaron Millar

Looking down from the South Rim of the Grand Canyon, a 277-mile long, 10-mile wide golden gorge snakes beneath me. At sunrise, the rocks blush pink and appear sullen; at sunset, they glow like the embers of a fire — it's like peering into the heart of the Earth. The US poet Harriet Monroe called it 'the abode of gods', adding that 'it made a coward of me'. There's perhaps nowhere else at once so humbling and vast, so covering and uplifting.

But the South Rim is also a madhouse. Six million visitors a year come to Grand Canyon National Park and most never stray from this view. My Rim-to-Rim hike is one of America's most spectacular adventures: 24 miles from the northern to the southern edge of the canyon. But it's not for the faint-hearted. With roughly 5,000ft of ascent and descent, it's the equivalent of walking from the bottom to the top of London's The Shard five times, with nearly a marathon's worth of hiking in between. But it offers solitude: less than 2% of visitors spend a night on the canyon floor. If you want the Grand Canyon minus the crowds, this is the way to do it.

accommodation in the gorge itself, a collection of idyllic 1920s stone cabins with fluffy beds, warm showers and home-cooked meals. It turns the Rim-to-Rim ordeal into the business class of backpacking. After 13 miles and seven hard hours on the trail, I'd been welcomed with refreshing beers and a steak dinner, followed by a sky alight with stars in the Grand Canyon is one of only a handful of International Dark Sky Parks in the country.

But getting into the Grand Canyon is one thing — getting back out is something else altogether. Having crossed the Colorado River after breakfast, I'd spent the day zigzagging the gruelling 5,000ft to the top. As I'd climbed, the views spread out majestically: stone towers rose around me like cathedral spires. I couldn't keep my eyes off the rocks. Written into these sheer walls is the most complete geologic record on the planet: two billion years of the Earth's natural history etched into stone like a photocopy of time. Reading into the cliff layers, I could see oceans rise and fall, and deserts turn to mountains and crumble again.

Finally, I'm at the top. A fellow hiker turns to me: "From up here," she says,

